

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.

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New National Smoker Study: Merit Scores High Marks On Five Key Points!



'Enriched Flavor' cigarette proven major alternative to high tar smoking—see results below.

Can MERIT taste hold its own against leading
high tar brands?

Does MERIT satisfy smokers over a long period
—or are MERIT smokers slipping back to old
high tar favorites?

Read the bottom-line results of new research
conducted with smokers like yourself.

Research Confirms Breakthrough

Confirmed: Majority of high tar smokers rate
MERIT taste equal to—or better than—leading
high tar cigarettes tested! Cigarettes having up to
twice the tar.

Confirmed: Majority of high tar smokers con-
firm taste satisfaction of low tar MERIT.

And in detailed interviews conducted among
current MERIT smokers?

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Kings: 8 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Aug. '77
100's: 11 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Confirmed: 85% of MERIT smokers say it was
an "easy switch" from high tar brands.

Confirmed: Overwhelming majority of MERIT
smokers say their former high tar brands weren't
missed!

Confirmed: 9 out of 10 MERIT smokers not
considering other brands.

First Major Alternative For High Tar Smokers

MERIT has proven conclusively that it not
only delivers the flavor of high tar brands—but
continues to satisfy.

This ability to satisfy over long periods of time
could be the most important evidence to date
that MERIT is what it claims to be: The first
major alternative to high tar smoking.

MERIT

Kings & 100's

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